



Fw: Opposition to Proposed TMD

Debbie Arnold to: Nikki Schmidt, cr_board_clerk Clerk Recorder
Sent by: **Jennifer Caffee**

06/04/2015 01:16 PM

Debbie Arnold

Supervisor, 5th District
San Luis Obispo County
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/04/2015 01:16 PM -----

From: John and Barb Meyers <jandbmeyers@yahoo.com>
To: "fmecham@co.slo.ca.us" <fmecham@co.slo.ca.us>, "bgibson@co.slo.ca.us" <bgibson@co.slo.ca.us>, "ahill@co.slo.ca.us" <ahill@co.slo.ca.us>, "lcompton@co.sol.ca.us" <lcompton@co.sol.ca.us>, "darnold@co.slo.ca.us" <darnold@co.slo.ca.us>
Date: 06/03/2015 03:51 PM
Subject: Opposition to Proposed TMD

Board of Supervisors:

As an owner of a licensed vacation rental property in Cayucos, CA, I am writing to express my opposition to the proposed formation of a countywide Tourism Marketing District. Specifically, I would urge you to exclude vacation rentals from this effort.

There are several reasons why I am opposed to including vacation rental properties in this TMD:

- I don't believe that vacation rentals will equally benefit from the proposed TMD. They have a unique clientele, mostly people who already know of and visit the county, and many who come back repeatedly year after year.
- The tax burden on top of the vacation rental property fee is already a challenge to some who rent my property...adding more tax is unlikely to result in more rentals days, even with county-specific advertising funded by the TMD.
- Licensed rentals like mine have to compete with people who rent "under the table", i.e., non-licensed vacation rentals who advertise on VRBO, AirBnB, etc. and who manage all transactions themselves. From a financial standpoint, those people's properties appear much more desirable in comparison to those that are licensed due to the significant tax burden licensing adds. Adding even more tax will further exacerbate this situation.

Thank you for your consideration.
John & Barbara Meyers

Managed by SeeLyon Vacation Rentals

John H. Meyers

Oak Park, CA 91377



Fw: Visit San Luis Obispo County meeting

Debbie Arnold to: Nikki Schmidt, cr_board_clerk Clerk Recorder
Sent by: **Jennifer Caffee**

06/04/2015 03:24 PM

Debbie Arnold

Supervisor, 5th District
San Luis Obispo County
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/04/2015 03:24 PM -----

From: "Carolyn @ Chanticleer" <info@chanticleervineyardbb.com>
To: fmecham@co.slo.ca.us, bgibson@co.slo.ca.us, lcompton@co.slo.ca.us, darnold@co.slo.ca.us, ahill@co.slo.ca.us
Date: 06/03/2015 03:51 PM
Subject: Visit San Luis Obispo County meeting
Sent by: chanticleervineyardbb@gmail.com

With great effort due to the prior commitments of both parties, on Thursday May 28th we initiated a meeting with Visit San Luis Obispo County and a few other lodging community members. Several of us had been engaging in conversations by emailing prior to this meeting with Chuck Davidson CEO of Visit San Luis Obispo County and previously with Stacey Jacobs then CEO.

It was our hope that this meeting would open a dialog for negotiation. Hopefully agreeing to alterations to the current TMD proposal that would provide a membership option and staged participation. We wanted to bring something back to the BOS for your consideration prior to your June 10th vote on this issue.

Unfortunately, at the end of our meeting no yield was demonstrated and no concessions were made by Visit San Luis Obispo County. Questions relating to their methods of engaging the lodging community during the lengthy TMD's formative phase were deflected. Had we been allowed to participate our concerns and specific needs would have already been addressed, providing true negotiation prior to this 11th hour.

Their response continues to require our blind faith that we will have the opportunity to address our concerns after the proposed TMD is formed. These concerns will be directed to their 15 member board of directors of which all B&B's and VR's will be provided 1 seat for each category. It was however helpful to have clarified that Visit San Luis Obispo County is a separate entity from San Luis Obispo's existing chamber, Visit SLO. The names and services being so similar this understandably caused confusion.

With no willingness to alter the current TMD proposal, any modifications to the proposed TMD will need to be in the hands of the Board of Supervisors. It is our conclusion that the requirement of a special benefit to our small lodging community, as required by California Property and Business improvement law of 1994 (Street and Highways Code 36660 et seq.) has not been met. No independent studies were performed to determine whether or not specific categories of business benefit equally, if at all. On this basis, we maintain that the Vacation Rentals and B&B businesses should be excluded from the assessment. Unfortunately, if this TMD is passed as currently outlined our only recourse will be to file an appeal under Section 36633.

Respectfully,

Beachside Rentals, Inc., *Toni LeGras*
Cayucos Vacation Rentals, Inc., *Cindy Prange-Walton*
Chanticleer Vineyard Bed & Breakfast, *Carolyn Stewart-Snow*
Cottontail Creek Ranch, *Susan Lyon*



Fw: AGAINST formation of Countywide Tourism Marketing District

Debbie Arnold to: Nikki Schmidt, cr_board_clerk Clerk Recorder

06/04/2015 03:30 PM

Sent by: **Jennifer Caffee**

Debbie Arnold

Supervisor, 5th District
San Luis Obispo County
(805) 781-4339

----- Forwarded by Jennifer Caffee/BOS/COSLO on 06/04/2015 03:30 PM -----

From: Betsy Amato <manzanitamama@gmail.com>
To: darnold@co.slo.ca.us
Date: 06/02/2015 06:07 PM
Subject: Fwd: AGAINST formation of Countywide Tourism Marketing District

----- Forwarded Message -----

Subject: AGAINST formation of Countywide Tourism Marketing District

Date: Tue, 02 Jun 2015 18:05:12 -0700

From: Betsy Amato <manzanitamama@gmail.com>

To: fmecham@co.slo.ca.us, bgibson@co.slo.ca.us, ahill@co.slo.ca.us, lcompton@co.slo.ca.us,
darnold@ca.slo.ca.us

Member of the Board of Supervisors:

Please, if you read nothing else of this email - note I am a San Luis Obispo native, taxpaying (City of Paso Robles 10%) owner/operator of a licensed vacation rental house in downtown Paso Robles who is **firmly against** the formation of the Countywide Tourism Marketing District. When is enough going to be enough when it comes to more and bigger government and taking pieces of my little pie?

I charge very fair rates for guests to stay in a beautiful home, and work hard to market my rental as I choose, houseclean, and take excellent care of my property and guests. The county should not assume to represent me or my rental property through someone's pipe dream in what will no doubt be an expensive, ongoing marketing campaign funded by yet another tax imposition. Remove vacation rentals from the assessed lodging community NOW. Better yet, vote this down on June 10th and quit growing government. No new tax!

Betsy Amato

District 5fm